



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Innovative Advertising LLC  
403 North Columbia St.  
Covington, LA 70433-2919

**Contract #** 855225  
**Schedule Dates** 10/22/12-11/05/12  
**Advertiser** Robert Pittenger for Congress (38520)  
**Agency/T-Code** Innovative Advertising LLC (4802)/104599522  
**Product** Political - US House (1175)  
**Brand** 986 (177841)  
**Salesperson** House- WCNC, (1245)  
**Sales Office** WCNC-Charlotte  
**Buyer Name** Guerra,Heidi  
**Phone/Fax** /  
**CPE** 986  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 09/19/12  
**Last Modified** 09/19/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** Direct  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,623.75  
**Net Total** \$43,201.25  
**Sales Tax**

**Charlotte (WCNC) (WCNC)**  
**By Broadcast Month** **Spots** **Rate**  
Oct. 2012 31 \$21,140.00  
Nov. 2012 47 \$29,685.00  
Grand Total: 78 \$50,825.00

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times         | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total      | Station                 | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------------|----------|---------|
| 1.0  | Normal Line / SPOT             | 10/22/12-10/26/12 | 3   | :30    | 5:58A- 6:58A (ET) | 4   | X  | X  | X  | X  | X  |    |    | 4     | \$720.00 | \$2,880.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 2.0  | Normal Line / SPOT             | 10/29/12-11/02/12 | 3   | :30    | 5:58A- 6:58A (ET) |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$720.00 | \$3,600.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 3.0  | Normal Line / SPOT             | 11/05/12-11/05/12 | 3   | :30    | 5:58A- 6:58A (ET) |     | 2  |    |    |    |    |    |    | 2     | \$720.00 | \$1,440.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 4.0  | Normal Line / SPOT             | 10/22/12-10/26/12 | 3   | :30    | 6:58A- 9A (ET)    | 4   | X  | X  | X  | X  | X  |    |    | 4     | \$720.00 | \$2,880.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 5.0  | Normal Line / SPOT             | 10/29/12-11/02/12 | 3   | :30    | 6:58A- 9A (ET)    |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$720.00 | \$3,600.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 6.0  | Normal Line / SPOT             | 11/05/12-11/05/12 | 3   | :30    | 6:58A- 9A (ET)    |     | 2  |    |    |    |    |    |    | 2     | \$720.00 | \$1,440.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 7.0  | Normal Line / SPOT             | 10/22/12-10/26/12 | 3   | :30    | 9A- 10A (ET)      | 4   | X  | X  | X  | X  | X  |    |    | 4     | \$360.00 | \$1,440.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 8.0  | Normal Line / SPOT             | 10/29/12-11/02/12 | 3   | :30    | 9A- 10A (ET)      |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$360.00 | \$1,800.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 9.0  | Normal Line / SPOT             | 11/05/12-11/05/12 | 3   | :30    | 9A- 10A (ET)      |     | 2  |    |    |    |    |    |    | 2     | \$360.00 | \$720.00   | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 10.0 | Normal Line / SPOT             | 10/22/12-10/26/12 | 3   | :30    | 10A- 11A (ET)     | 4   | X  | X  | X  | X  | X  |    |    | 4     | \$270.00 | \$1,080.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 11.0 | Normal Line / SPOT             | 10/29/12-11/02/12 | 3   | :30    | 10A- 11A (ET)     |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$270.00 | \$1,350.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 12.0 | Normal Line / SPOT             | 11/05/12-11/05/12 | 3   | :30    | 10A- 11A (ET)     |     | 2  |    |    |    |    |    |    | 2     | \$270.00 | \$540.00   | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 13.0 | Normal Line / SPOT             | 10/22/12-10/26/12 | 3   | :30    | 4P- 4:59P (ET)    | 4   | X  | X  | X  | X  | X  |    |    | 4     | \$425.00 | \$1,700.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 14.0 | Normal Line / SPOT             | 10/29/12-11/02/12 | 3   | :30    | 4P- 4:59P (ET)    |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$425.00 | \$2,125.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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|-------------------------|-----------|--------------------|
| By Broadcast Month      | Spots     | Rate               |
| Oct. 2012               | 31        | \$21,140.00        |
| Nov. 2012               | 47        | \$29,685.00        |
| <b>Grand Total:</b>     | <b>78</b> | <b>\$50,825.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots      | Rate       | Total                   | Station                 | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|------------|------------|-------------------------|-------------------------|----------|---------|
| 15.0 | Normal Line / SPOT             | 11/05/12-11/05/12 | 3   | :30    | 4P- 4:59P (ET)      |     | 1  |    |    |    |    |    |    | 1          | \$425.00   | \$425.00                | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 16.0 | Normal Line / SPOT             | 10/24/12-10/24/12 | 3   | :30    | 10P- Chicago Fire   |     |    |    | 1  |    |    |    |    | 1          | \$2,160.00 | \$2,160.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 17.0 | Normal Line / SPOT             | 10/31/12-10/31/12 | 3   | :30    | 10P- Chicago Fire   |     |    |    | 1  |    |    |    |    | 1          | \$2,160.00 | \$2,160.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 18.0 | Normal Line / SPOT             | 10/26/12-10/26/12 | 3   | :30    | 9P- Grimm           |     |    |    |    |    | 1  |    |    | 1          | \$1,440.00 | \$1,440.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 19.0 | Normal Line / SPOT             | 11/02/12-11/02/12 | 3   | :30    | 9P- Grimm           |     |    |    |    |    |    | 1  |    | 1          | \$1,440.00 | \$1,440.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 20.0 | Normal Line / SPOT             | 10/22/12-10/26/12 | 3   | :30    | 11P- 11:34P (ET)    | 4   | X  | X  | X  | X  | X  |    |    | 4          | \$1,035.00 | \$4,140.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 21.0 | Normal Line / SPOT             | 10/29/12-11/02/12 | 3   | :30    | 11P- 11:34P (ET)    | 4   | X  | X  | X  | X  | X  |    |    | 4          | \$1,035.00 | \$4,140.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 22.0 | Normal Line / SPOT             | 11/05/12-11/05/12 | 3   | :30    | 11P- 11:34P (ET)    |     | 1  |    |    |    |    |    |    | 1          | \$1,035.00 | \$1,035.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 23.0 | Normal Line / SPOT             | 10/22/12-10/26/12 | 3   | :30    | 11:34P- 12:37A (ET) | 3   | X  | X  | X  | X  | X  |    |    | 3          | \$450.00   | \$1,350.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 24.0 | Normal Line / SPOT             | 10/29/12-11/02/12 | 3   | :30    | 11:34P- 12:37A (ET) | 3   | X  | X  | X  | X  | X  |    |    | 3          | \$450.00   | \$1,350.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 25.0 | Normal Line / SPOT             | 11/05/12-11/05/12 | 3   | :30    | 11:34P- 12:37A (ET) |     | 1  |    |    |    |    |    |    | 1          | \$450.00   | \$450.00                | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 26.0 | Normal Line / SPOT             | 10/27/12-10/27/12 | 3   | :30    | 11P- 11:29P (ET)    |     |    |    |    |    | 1  |    |    | 1          | \$1,035.00 | \$1,035.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 27.0 | Normal Line / SPOT             | 11/03/12-11/03/12 | 3   | :30    | 11P- 11:29P (ET)    |     |    |    |    |    | 1  |    |    | 1          | \$1,035.00 | \$1,035.00              | Charlotte (WCNC) (WCNC) |          | 9/19/12 |
| 28.0 | Normal Line / SPOT             | 10/28/12-10/28/12 | 3   | :30    | 11:30P- 12A (ET)    |     |    |    |    |    |    | 1  | 1  | \$1,035.00 | \$1,035.00 | Charlotte (WCNC) (WCNC) |                         | 9/19/12  |         |

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**Headline #** Direct

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| 29.0 | Normal Line / SPOT             | 11/04/12-11/04/12 | 3   | :30    | 11:30P- 12A (ET) |     |    |    |    |    |    |    | 1  | 1     | \$1,035.00 | \$1,035.00 | Charlotte (WCNC) (WCNC) |          | 9/19/12 |

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